

# INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

**RFTOP# 21 TITLE: Design, Printing, and Web Work for the “Guide to Helping Patients with Alcohol Problems”**

## **PART I - REQUEST FOR TASK ORDER PROPOSALS**

**A. POINT OF CONTACT NAME:** Matthew Packard, Contract Specialist  
C. Timothy Crilley, Contracting Officer

**Phone - (301) 443-1191**

**Fax - (301) 443-3891**

### **Proposal and Billing Address:**

CMB/NIAAA

Willco Building, Suite 504

6000 Executive Boulevard, MSC 7003

Bethesda, MD 20892-7003

(For courier or hand-delivered proposals, city and zip code is Rockville, MD 20852)

**B. PROPOSED PERIOD OF PERFORMANCE:** 18 months, inclusive of an Option for production of an interactive internet version of the “Guide to Helping Patients with Alcohol Problems.” (Period of Performance would be 18 months regardless of whether the Option is exercised or not).

**C. PRICING METHOD:** Cost Plus Fixed Fee (CPFF). NIAAA estimates that approximately 440 hours of Contractor direct labor will be required to complete this project, and an additional 60 hours of Contractor direct labor for the Option (500 hours total).

**D. RESPONSE DUE DATE:** Monday August 13, 2001 at Noon local time.

**E. PROPOSAL INSTRUCTIONS:** Technical Proposals should be no longer than 20 pages and must be submitted to the POC at the address specified above. Proposals shall be in hard copy with an original and 3 copies of the technical proposal and an original and two copies of the cost proposal. Offerors must address the Option separately in both the Technical and Business proposals. Offerors must also submit a signed task order form with their proposal, and include their Tax Identification Number (TIN) and Data Universal Numbering System (DUNS) number. Firms may submit proposals electronically via e-mail to [mpackard@niaaa.nih.gov](mailto:mpackard@niaaa.nih.gov) (with “RFTOP # 21 - Proposal” in the subject line), or via facsimile. In both cases, however, offerors must follow such proposal submissions with hard copies as specified above.

## 1. General Instructions

(a) *Amendments to solicitations.* If this solicitation is amended, all terms and conditions that are not amended remain unchanged. Offerors shall acknowledge receipt of any amendment to this solicitation by the date and time specified in the amendment(s).

(b) *Submission, modification, revision, and withdrawal of proposals.* Unless other methods (e.g., e-mail or facsimile) are permitted in the solicitation, proposals and modifications to proposals shall be submitted in paper media in sealed envelopes or packages (i) addressed to the office specified in the solicitation, and (ii) showing the time and date specified for receipt, the solicitation number, and the name and address of the offeror.

(c) *Submission, modification, revision, and withdrawal of proposals.* (i) Offerors are responsible for submitting proposals, and any modifications or revisions, so as to reach the Government office designated in the solicitation by the time specified in the solicitation. If no time is specified in the solicitation, the time for receipt is 12:00 p.m. (noon), local time, for the designated Government office on the date that proposal or revision is due. (ii) Any proposal, modification, or revision received at the Government office designated in the solicitation after the exact time specified for receipt of offers is "late" and will not be considered unless it is received before award is made, the Contracting Officer determines that accepting the late offer would not unduly delay the acquisition; and--

- (1) If it was transmitted through an electronic commerce method authorized by the solicitation, it was received at the initial point of entry to the Government infrastructure not later than 5:00 p.m. one working day prior to the date specified for receipt of proposals; or
- (2) There is acceptable evidence to establish that it was received at the Government installation designated for receipt of offers and was under the Government's control prior to the time set for receipt of offers; or
- (3) It is the only proposal received.

(iii) However, a late modification of an otherwise successful proposal that makes its terms more favorable to the Government, will be considered at any time it is received and may be accepted.

(iv) Acceptable evidence to establish the time of receipt at the Government installation includes the time/date stamp of that installation on the proposal wrapper, other documentary evidence of receipt maintained by the installation, or oral testimony or statements of Government personnel.

(v) If an emergency or unanticipated event interrupts normal Government processes so that proposals cannot be received at the office designated for receipt of proposals by the exact time specified in the solicitation, and urgent Government requirements preclude amendment of the solicitation, the time specified for receipt of proposals will be deemed to be extended to the same time of day specified in the solicitation on the first work day on which normal Government processes resume.

(vi) Proposals may be withdrawn by written notice received at any time before award. Oral proposals in response to oral solicitations may be withdrawn orally. If the solicitation authorizes facsimile proposals, proposals may be withdrawn via facsimile received at any time before award, subject to the conditions specified in the provision at 52.215-5, Facsimile Proposals. Proposals may be withdrawn in person by an offeror or an authorized representative, if the identity of the person requesting withdrawal is established and the person signs a receipt for the proposal before award.

(d) Offerors may submit modifications to their proposals at any time before the solicitation closing date and time, and may submit modifications in response to an amendment, or to correct a mistake at any time before award.

(e) Offerors may submit revised proposals only if requested or allowed by the Contracting Officer.

(f) Proposals may be withdrawn at any time before award. Withdrawals are effective upon receipt of notice by the Contracting Officer.

(g) *Task Order Award.*

- (1) The Government intends to award a task order resulting from this solicitation to the responsible offeror(s) whose proposal(s) represents the best value after evaluation in accordance with the factors and subfactors in the solicitation.
- (2) The Government may reject any or all proposals if such action is in the Government's interest.
- (3) The Government may waive informalities and minor irregularities in proposals received.
- (4) The Government may evaluate proposals and award a task order without discussions with offerors (except clarifications as described in FAR 15.306(a)). Therefore, the offeror's initial proposal should contain the offeror's best terms from a cost or price and technical standpoint. The Government reserves the right to conduct discussions if the Contracting Officer later determines them to be necessary. If the Contracting Officer determines that the number of proposals that would otherwise be in the competitive range exceeds the number at which an efficient competition can be conducted, the Contracting Officer may limit the number of

proposals in the competitive range to the greatest number that will permit an efficient competition among the most highly rated proposals.

- (5) Exchanges with offerors after receipt of a proposal do not constitute a rejection or counteroffer by the Government.
- (6) The Government may determine that a proposal is unacceptable if the prices proposed are materially unbalanced between line items or subline items. Unbalanced pricing exists when, despite an acceptable total evaluated price, the price of one or more contract line items is significantly overstated or understated as indicated by the application of cost or price analysis techniques. A proposal may be rejected if the Contracting Officer determines that the lack of balance poses an unacceptable risk to the Government.
- (7) If a cost realism analysis is performed, cost realism may be considered by the source selection authority in evaluating performance or schedule risk.

2. **Technical Proposal Instructions:** A detailed work plan must be submitted indicating how each aspect of the statement of work is to be accomplished. Your technical approach should be in as much detail as you consider necessary to fully explain your proposed technical approach or method. The technical proposal should reflect a clear understanding of the nature of the work being undertaken. The technical proposal must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate your understanding and management of important events or tasks.

(a) **Technical Discussions:** The technical discussion included in the technical proposal should respond to the items set forth below:

**(1) Statement of Work**

- (i) **Objectives:** State the overall objectives and the specific accomplishments you hope to achieve. Indicate the rationale for your plan, and relation to comparable work in progress elsewhere. Review pertinent work already published which is relevant to this project and your proposed approach. This should support the scope of the project as you perceive it.
- (ii) **Approach:** Use as many subparagraphs, appropriately titled, as needed to clearly outline the general plan of work. Discuss phasing of research and, if appropriate, include experimental design and possible or probable outcome of approaches proposed.
- (iii) **Methods:** Describe in detail the methodologies you will use for the project, indicating your level of experience with each, areas of anticipated difficulties, and any unusual expenses you anticipate.

(iv) **Schedule:** Provide a schedule for completion of the work and delivery of items specified in the statement of work. Performance or delivery schedules shall be indicated for phases or segments, as applicable, as well as for the overall program. Schedules shall be shown in terms of calendar months from the date of authorization to proceed or, where applicable, from the date of a stated event, as for example, receipt of a required approval by the Contracting Officer. Unless the request for proposal indicates that the stipulated schedules are mandatory, they shall be treated as desired or recommended schedules. In this event, proposals based upon the offeror's best alternative schedule, involving no overtime, extra shift or other premium, will be accepted for consideration.

(2) **Personnel:** Describe the experience and qualifications of personnel who will be assigned for direct work on this program. Information is required which will show the composition of the task or work group, its general qualifications, and recent experience with similar equipment or programs. Special mention shall be made of direct technical supervisors and key technical personnel, and the approximate percentage of the total time each will be available for this program.

(i) **Principal Investigator/Project Director:** List the name of the Principal Investigator/Project Director responsible for overall implementation of the contract and key contact for technical aspects of the project. Even though there may be co-investigators, identify the Principal Investigator/Project Director who will be responsible for the overall implementation of any awarded contract. Discuss the qualifications, experience, and accomplishments of the Principal Investigator/Project Director. State the estimated time to be spent on the project, his/her proposed duties, and the areas or phases for which he/she will be responsible.

(ii) **Other Investigators:** List all other investigators/professional personnel who will be participating in the project. Discuss the qualifications, experience, and accomplishments. State the estimated time each will spend on the project, proposed duties on the project, and the areas or phases for which each will be responsible.

(iii) **Additional Personnel:** List names, titles, and proposed duties of additional personnel, if any, who will be required for full-time employment, or on a subcontract or consultant basis. The technical areas, character, and extent of subcontract or consultant activity will be indicated and the anticipated sources will be specified and qualified. For all proposed personnel who are not currently members of the offeror's staff, a letter of commitment or other evidence of availability is required. A resume does not meet this requirement. Commitment letters for use of consultants and other personnel to be hired must include:

- The specific items or expertise they will provide.
- Their availability to the project and the amount of time anticipated.
- Willingness to act as a consultant.
- How rights to publications and patents will be handled.

(iv) Resumes: Resumes of all key personnel are required. Each must indicate educational background, recent experience, specific or technical accomplishments, and a listing of relevant publications.

(3) **Technical Evaluation:** Proposals will be technically evaluated in accordance with the factors, weights, and order of relative importance as described in the Technical Evaluation Criteria (Paragraph G below).

(4) **Additional Technical Proposal Information:**

(i) Proposals which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for award. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.

(ii) The technical evaluation is conducted in accordance with the weighted technical evaluation criteria by an initial review panel. This evaluation produces a numerical score (points) which is based upon the information contained in the offeror's proposal only.

(5) **Other Considerations:** Record and discuss specific factors not included elsewhere which support your proposal. Using specifically titled subparagraphs, items may include:

(i) Any agreements and/or arrangements with subcontractor(s). Provide as much detail as necessary to explain how the statement of work will be accomplished within this working relationship.

(ii) Unique arrangements, equipment, etc., which none or very few organizations are likely to have which is advantageous for effective implementation of this project.

(iii) Equipment and unusual operating procedures established to protect personnel from hazards associated with this project.

(iv) Other factors you feel are important and support your proposed research.

- (v) Recommendations for changing reporting requirements if such changes would be more compatible with the offeror's proposed schedules.

(6) **Information Technology Systems Security:** If this project involves Information Technology, the proposal must present a detailed outline of its proposed Information Technology systems security program which complies with the requirements of the Statement of Work, the Computer Security Act of 1987 Office of Management and Budget (OMB) Circular A-130, Appendix III, "Security of Federal Automated Information Systems," and the DHHS Automated Information Systems Security Program Handbook (Release 2.0, dated May, 1994). The proposal will also need to include similar information for any subcontract proposed. NOTE: OMB A-130 is accessible via web site: <http://www.whitehouse.gov/WH/EOP/OMB/html/circular.html>

3. Business Proposal Instructions:

(a) **Basic Cost/Price Information:** The business proposal must contain sufficient information to allow the Government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchased parts, shipping, indirect costs and rate, fee, and profit.

(b) **Information Other than Cost or Pricing Data**

(i) The information submitted shall consist of data to permit the Contracting Officer and authorized representatives to determine price reasonableness or cost realism, e.g., information to support an analysis of material costs (when sufficient information on labor and overhead rates is already available), or information on prices and quantities at which the offeror has previously sold the same or similar items.

Any information submitted must support the price proposed. Include sufficient detail or cross references to clearly establish the relationship of the information provided to the price proposed. Support any information provided by explanations or supporting rational as needed to permit the Contracting Officer and authorized representative to evaluate the documentation. The information may be submitted in the offeror's own format

(ii) The information submitted shall be at the level of detail described below:

**Direct Labor:** Provide a time-phased (e.g., monthly, quarterly, etc.) breakdown of labor hours, rates, and cost by appropriate category. Key personnel will be separately estimated as above and identified. Give the basis for the estimates in each case.

**Materials:** Provide a consolidated price summary of individual material quantities included in the various tasks, orders, or contract line items being proposed and the basis for pricing (vendor quotes, invoice prices, etc.).

**Subcontracted Items:** Include parts, components, assemblies, and services that are to be produced or performed by others in accordance with offeror's design, specifications, or direction and that are applicable only to the prime contract. For each subcontract over \$50,000 the support should provide a listing by source, item, quantity, price, type of subcontract, degree of competition, and basis for establishing source and reasonableness of price, as well as the results of review and evaluation of subcontract proposals when required by FAR 15.404-3d

**Raw Materials:** Consists of material in a form or state that requires further processing. Provide priced quantities of items required for the proposal.

**Purchased Parts:** Includes material items not covered above. Provide priced quantities of items required for the proposal.

**Fringe Benefits:** Show fringe benefits as a separate line item. Include the rate(s) and/or method of calculating fringe benefits. Provide a copy of your fringe benefit rate or institutional guidelines.

**Indirect Costs:** Indicate how offeror has computed and applied offeror's indirect costs, including cost breakdowns, and provide a basis for evaluating the reasonableness of proposed rates. Indicate the rates used and provide an appropriate explanation. Where a rate agreement exists, provide a copy.

**Special Equipment:** If direct charge, list any equipment proposed including description, price, quantity, total price, purchase or lease, and the basis for pricing.

**Travel:** Provide the cost of travel including destination, duration, purpose, per diem, transportation, and the basis for pricing.

**Other Costs:** List all other costs not otherwise included in the categories described above (e.g., computer services, consultant services) and provide basis for pricing.

## F. STATEMENT OF WORK:

1. **Background:** This publication of the National Institute on Alcohol Abuse and Alcoholism (NIAAA) will be a revision of *The Physicians' Guide to Helping Patients with Alcohol Problems*. The title of the publication will change to reflect a broader audience of health care providers (such as *The Clinician's Guide* or *The Health Care Provider's Guide*). The purpose of the *Guide* will remain unchanged, however. It will provide a step-by-step approach for health care providers to identify and manage patients with alcohol problems.

Since the *Guide* was first published in 1995, more than a quarter of a million copies have been distributed to health care providers throughout the US and abroad. It has been one of NIAAA's most requested publications, and is now completely out of stock. Because a great deal of research has been conducted since 1995 on effective ways to identify and help patients with alcohol problems, the *Guide* needs to be reviewed and updated with the latest research findings before reprinting.

An expert panel was convened in February 2001 to offer advice in terms of both the *Guide's* content and its presentation. Many viewpoints were presented, with recommendations both to "keep it simple" and to provide enough information about the research basis for the recommendations so that clinicians will be convinced and motivated to follow the guidelines. Currently, the varied recommendations from the panelists and other sources (including an NHLBI marketing research study on clinical practice guidelines and NCI usability guidelines) are being synthesized to develop a proposed approach for review by the panel. An NIAAA staff writer will draft the text and clear it with Institute staff and expert panel members. To assess the usability of the revised document (when in the prototype stage).

2. **Purpose:** The purpose of this contract will be (1) to design and copyedit the *Guide*, working in conjunction with an NIAAA staff writer; (2) to redesign a companion brochure for patients, *How to Cut Down on Your Drinking*, so that it coordinates with the new *Guide*; (3) to print 100,000 copies of each publication; (4) to create web presentations for both publications; and (5) possibly, as an option, to produce an interactive web presentation of the *Guide*.

### 3. Tasks to be Performed:

(a) Design the *Guide*. The contractor shall provide two to three prototypes of the revised *Guide* for evaluation (which will be conducted through structured interviews, performed under a separate contract). Design staff shall review the

evaluation report, make recommended revisions, and generate the final product.

The current *Guide* is 6 by 9 inches and 12 pages long; the revision will probably be about the same size and length. As noted above, the challenge for the revision will be (a) keeping the content and design simple enough so that the reader can jump in quickly and get the “how to” information, while (b) providing enough background information to convince the reader of the importance and effectiveness of following the recommendations in the *Guide*.

This publication is a call to action, not simply an attempt to inform. As a result it will probably require more brokering back and forth between the content (written by an NIAAA staff writer) and the design than the average publication. Already we can see that the use of tables to present “if-then” information will be helpful. Suggestions for other graphic techniques for presenting information will be important.

(b) Redesign the patient companion piece, *How to Cut Down on Your Drinking*, so that it coordinates with the revised *Guide*. This publication is currently a double-sided, single sheet, 8-1/2 x 14 inches, folded in quarters to 3-1/2 x 8-1/2 inches.

(c) Print 100,000 copies of each publication. Selection of a printer experienced in delivering high quality work with unusual publications will be important, as the final format may have, for example, features such as a laminated insert card, a spiral binding, tabs, or fold-out pages. Bluelines must be provided. The contractor shall conduct a press inspection during the print run to ensure that any problems that arise are resolved.

(d) Develop user-friendly web presentations for both publications that allow for easy viewing and printing. Presentations must be in compliance with Section 508 of the Rehabilitation Act of 1973 (29 U.S.C. 794d) Information Technology (IT) Accessibility Requirements found at [www.section508.gov](http://www.section508.gov).

(e) Option: NIAAA may request the production of an interactive web version of the *Guide* that would allow the viewer to answer questions about his or her drinking and, at the end, be referred to an 800-number for treatment if it appears that he or she may have a drinking problem.

## G. EVALUATION FACTORS:

1. **Technical Approach (40 Points):** The proposal must: (a) Include all of the required tasks to be performed and demonstrate an understanding of them; (b) Propose a complete, feasible, and flexible technical approach that outlines procedures for all aspects of the tasks; (c ) Identify and describe potential problem areas, and propose strategies for preventing or solving the problems; and (d) Describe procedures to ensure that the project timeline will be met.

**2. Personnel (45 Points):** The offeror must provide evidence of the qualifications, experience, and availability of all proposed personnel. All personnel, including those who are not currently members of the offeror's staff, must be identified.

Graphic design staff must have expertise in innovative, creative, memorable publications. Samples must be provided, particularly publications designed specifically for the reader to (1) access the material easily and (2) take action. Samples of work by current staff members must be provided and labeled with the artist's name. If, in addition, samples from prior employees are also provided (as examples of the firm's track record), then the samples should be labeled as such.

Web design staff must have expertise in developing user-friendly web page designs. Sample URLs or screen shots developed by current staff members must be provided. In addition, in the event that the "interactive web option" is undertaken, the offeror must have the capability of obtaining the services of a designer with expertise in interactive web pages that guide the viewer through a programmed series of steps and generate an end result such as a score or other evaluation.

Resumes must reflect expertise with respect to each person's proposed responsibilities, describing the length and variety of experience in similar tasks and any relevant academic qualifications and training. Letters of commitment must be included in the proposal for all personnel not currently employed by the offeror.

**3. Corporate Capabilities (10 Points):** The offeror must document the corporate capabilities that are key factors for achieving the project objectives. Documentation shall include a corporate management plan, an organization chart showing lines of authority, and evidence of the adequacy of the facilities, to include computer, graphics, and web technology capabilities.

**4. Past Performance (not scored numerically):** The Government will evaluate the quality of the offeror's past performance based on information obtained from references provided by the offeror, as well as other relevant past performance information obtained from other sources known to the Government.

By past performance, the Government means the offeror's record of conforming to specifications and to standards of good workmanship and quality control; the contractor's record of forecasting and controlling costs; the offeror's adherence to contract schedules, including the administrative aspects of performance; the offeror's reputation for reasonable and cooperative behavior and commitment to customer satisfaction; and generally, the offeror's businesslike concern for the interests of the customer.

Evaluation of past performance will be a subjective assessment based on a consideration of all relevant facts and circumstances. It will not be based on absolute standards of acceptable performance. The Government is seeking to determine whether the offeror

has consistently demonstrated a commitment to customer satisfaction and timely delivery of services at fair and reasonable prices.

The assessment of the offeror's past performance will be used as a means of evaluating the relative capability of the offeror and the other competitors. Thus, an offeror with an exceptional record of past performance may receive a more favorable evaluation than another whose record is acceptable, even though both may have acceptable technical proposals.

Past performance will not be scored, but the Government's conclusions about overall quality of the offeror's past performance will be highly influential in determining the relative merits of the offeror's proposal and in selecting the offeror whose proposal is considered most advantageous to the Government.

The Government will consider the number or severity of an offeror's problems, the effectiveness of corrective actions taken, the offeror's overall work record, and the age and relevance of past performance information.

The lack of a performance record may result in an unknown performance risk assessment, which will neither be used to the offeror's advantage nor disadvantage.

Offerors must demonstrate a consistent commitment to customer satisfaction and timely delivery of high quality products and services.

(a) Offerors shall submit a list and description of at least three contracts completed during the past 2 years and all contracts currently in progress that are similar in nature to the solicitation workscope. NIAAA will contact the references provided to assess the offeror's: (1) record of conforming to standards of high quality publications design and production; (2) adherence to contract schedules, including the administrative aspects of performance; and (3) reputation for reasonable and cooperative behavior and commitment to customer satisfaction.

(b) As described in Criterion 2, offerors shall furnish samples of publications and links or printouts of web sites that demonstrate (1) corporate experience and (2) talents of current staff related to the tasks required for this project. NIAAA will evaluate the samples based on their comparability with NIAAA's stated requirements.

## H. REPORTING REQUIREMENTS:

1. **Monthly Status Reports** – The Contractor shall submit to the Contracting Officer a brief monthly status report within 15 calendar days after the end of each month. The reporting period shall consist of each calendar month. These reports shall include a qualitative and quantitative description of work accomplishments during the period, including a list of all activities, status of each assignment, problems encountered, action

taken, planned activities for the upcoming period, individuals responsible for each activity, deadlines, and any problems anticipated during the upcoming period.

2. **Final Report** - Thirty days prior to contract expiration, the Contractor shall submit three copies of a **draft** final report to the Contracting Officer for review and approval. The Final Report shall be submitted to the Contracting Officer before the expiration of the Period of Performance, and shall contain a summary of all work performed during the contract period. The report shall also discuss any problems encountered and the successful resolution of those problems as well as recommendations and conclusions based on experience and the results obtained.

Deliverable	Due
<p><b>Design and Copyediting of the <i>Guide</i>:</b></p> <ul style="list-style-type: none"> <li>• Meet with NIAAA staff to discuss text of publication and possible design approaches</li> <li>• Submit 4-5 rough “thumbnail” sketches to NIAAA</li> <li>• Refine 2-3 designs based on NIAAA feedback and provide mockups to NIAAA</li> <li>• Make revisions and submit 10 copies of each of 2-3 mockups (prototypes) for evaluation (performed under separate contract)</li> <li>• Revise selected prototype based on feedback from evaluation</li> <li>• Copyedit the text according to GPO style</li> <li>• Perform final revisions and prepare camera-ready copy for the printer</li> </ul> <p><b>Design of Companion Brochure, <i>How to</i></b></p>	<ul style="list-style-type: none"> <li>• Within 2 weeks of the effective date of the contract</li> <li>• Within 3 weeks of initial meeting</li> <li>• Within 3 weeks of NIAAA’s return of thumbnail sketches</li> <li>• Within 4 weeks of NIAAA’s return of mockups</li> <li>• Within 3 weeks after receiving feedback from evaluation</li> <li>• Within 1 week of receiving final text from NIAAA</li> <li>• Within 2 weeks of receiving feedback from NIAAA on revised prototype and copyedited text</li> </ul>

<p><b><i>Cut Down on Your Drinking</i></b></p> <ul style="list-style-type: none"> <li>• Submit 2-3 thumbnail sketches that coordinate with final <i>Guide</i> design</li> <li>• Prepare 2-3 mockups based on NIAAA feedback on thumbnail sketches</li> <li>• Revise selected mockup according to NIAAA comments</li> <li>• Prepare camera ready version of brochure</li> </ul> <p><b>Printing:</b></p> <ul style="list-style-type: none"> <li>• Deliver printed publications</li> </ul> <p><b>Web Presentations (Not Interactive):</b></p> <ul style="list-style-type: none"> <li>• Meet with NIAAA staff to discuss issues related to web presentations</li> <li>• Produce preliminary, user-friendly web presentations of the revised <i>Guide</i> and the patient brochure <i>How to Cut Down on Your Drinking</i> that will print in such a way as to be readily used by health care providers and patients</li> <li>• Revise web presentations based on NIAAA feedback (revisions to be used in usability evaluation, conducted by separate contract)</li> <li>• Revise web presentations based on usability testing</li> <li>• Make final revisions to web presentations based on NIAAA final review</li> </ul>	<ul style="list-style-type: none"> <li>• Within 3 weeks after <i>Guide</i> design is complete</li> <li>• Within 2 weeks of receiving feedback from NIAAA on sketches</li> <li>• Within 2 weeks of receiving feedback from NIAAA on mockup</li> <li>• Within 2 weeks of receiving feedback from NIAAA on revision</li> <li>• Within 4 weeks of NIAAA approval of camera-ready copy</li> <li>• Within 2 weeks after the print versions of the <i>Guide</i> and companion brochure have been finalized, both in terms of the content and the design</li> <li>• Within 3 weeks after meeting with NIAAA staff about the web work</li> <li>• Within 2 weeks of receiving feedback from NIAAA staff on the preliminary designs</li> <li>• Within 2 weeks of receiving feedback from usability testing group</li> <li>• Within 2 weeks of receiving final NIAAA comments</li> </ul>
---	--

<p><b>Interactive Web Option:</b></p> <ul style="list-style-type: none"> <li>• Produce a preliminary, interactive web presentation of the <i>Guide</i> that allows the viewers to evaluate their drinking habits and receive a referral if indicated.</li> <li>• Revise interactive web presentation based on NIAAA feedback</li> <li>• Revise interactive web presentation based on usability testing (conducted by separate contract)</li> <li>• Make final revisions to interactive web presentation based on NIAAA final review</li> </ul>	<ul style="list-style-type: none"> <li>• Within 4 weeks after meeting with NIAAA staff about this interactive web work (Note: This option will be carried out only if, by the time this work would be done, the Institute has resolved issues related to confidentiality and other matters.)</li> <li>• Within 2 weeks of receiving feedback from NIAAA staff on preliminary design</li> <li>• Within 2 weeks of receiving feedback from usability testing group</li> <li>• Within 2 weeks of receiving final NIAAA comments</li> </ul>
<p><b>Reporting:</b></p> <ul style="list-style-type: none"> <li>• Submit monthly progress reports to the Contracting Officer and the Project Officer that list the previous month's accomplishments, problems, and solutions</li> <li>• Submit a final report summarizing all of the activity on the contract</li> <li>• Make revisions to final report based on feedback from Project Officer and submit final report</li> </ul>	<ul style="list-style-type: none"> <li>• Due no later than the 15<sup>th</sup> of each month for the previous month's report</li> <li>• Due within 2 weeks of the end of the contract</li> <li>• Within 2 weeks of receiving feedback from Project Officer</li> </ul>

**RFTOP# 21 TITLE: Design, Printing, and Web Work for the "Guide to Helping Patients with Alcohol Problems"**

**PART II - CONTRACTOR'S REPLY:**

**TO # NICS-**\_\_\_\_\_ **CONTRACT #263-01-D-0**\_\_\_\_\_

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method:

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: \_\_\_\_\_

Signature

Date

---

**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: \_\_\_\_\_

FAX #

Signature - Project Officer

Date

APPROVED: \_\_\_\_\_

FAX #

Signature - Contracting Officer

Date

**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: \_\_\_\_\_

Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date

